Exhibit B

UNITED STATES JUDICIAL PANEL ON MULTIDISTRICT LITIGATION

HEARING IN RE: SOCIAL MEDIA ADOLESCENT ADDICTION/PERSONAL INJURY PRODUCTS LIABILITY LITIGATION MDL NO. 3047

TRANSCRIPT OF ORAL ARGUMENT HEARD ON SEPTEMBER 29, 2022 ST. LOUIS, MISSOURI

Chairman: Honorable Karen K. Caldwell

United States District Court Eastern District of Kentucky

Members: Honorable Dale A. Kimball

United States District Court

District of Utah

Honorable Matthew F. Kennelly United States District Court Northern District of Illinois

Honorable Madeline Cox Arleo United States District Court

District of New Jersey

Reported By: REAGAN A. FIORINO, RMR, CRR, CSR, CCR

Official Court Reporter

United States District Court

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PROCEEDINGS RECORDED BY MECHANICAL STENOGRAPHY
PRODUCED BY COURT REPORTER COMPUTER-AIDED TRANSCRIPTION

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5	Emily Jeffcott, Esq
6	Lexi J. Hazam, Esq
7	Christopher A. Seeger, Esq
8	Jeffrey P. Goodman, Esq
9	Phyllis A. Jones, Esq
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IN RE: Social Media Adolescent Addiction | MDL No. 3047

SEPTEMBER 29, 2022

(The proceedings commenced at 10:45 a.m.)

JUDGE CALDWELL: The panel will now turn to MDL No. 3047, Social Media Adolescent Addiction Products Liability Litigation.

We will first hear from Mr. VanZandt.

MR. VANZANDT: May it please the Court. My name is Joseph VanZandt. I represent the movant/plaintiff Brianna Murden and plaintiffs in 33 additional actions. We are seeking consolidation in the Northern District of Illinois or, alternatively, the Western District of Missouri.

To date there are currently 83 similar cases pending in 35 federal district courts and 13 -- filed by 13 different law firms from around the country. This litigation involves an issue that is of the utmost importance for the mental and physical health of our nation.

We are seeking consolidation of adolescent product liability claims related to Meta's Facebook and Instagram products. Attempts to informally coordinate with Meta's counsel has been unsuccessful, and consolidation is appropriate under Section 1407.

There are primarily two disputed issues among the parties, whether Defendants TikTok, Snap and YouTube should be included in this MDL and to what extent and what is the best district court best suited to handle this case.

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Now, as to the first question, Meta should be the anchor defendant in this MDL. And cases against defendants like TikTok and Snap should be included when Meta is a co-defendant. The title of this proposed multidistrict litigation identifies the principles for cases that we believe should be included in this MDL.

It should be related to adolescent product liability claims involving addiction to social media. And that's the core of these cases. It involves addictive features of these social media products that cause mental disorders, like anxiety and depression, that manifests in a variety of different ways such as eating disorders, self-harm and suicide.

Currently, 27 percent of the cases on file include claims against Meta and one of these other defendants. And in each of those cases, the plaintiffs allege simultaneous use and injury of the products resulting in very similar injuries caused by nearly identical mechanism of injury.

It would be incredibly inefficient to split the claims up by defendant and send claims for Snap to one court, TikTok to another court, when it is the same plaintiff using the same — nearly the same products and being injured in a very similar way.

Now, as to which transferee court would be best suited, we have recommended the Northern District of Illinois.

Just the nature of this litigation in and of itself will require a court that has the infrastructure, the experience and the resources to handle a large-scale complex litigation.

And the Northern District of Illinois is the most convenient location that's been presented. And that's especially important in this case involving minors. I'm currently working on the Juul multidistrict litigation representing young people. And it is especially a challenge for young families, teenagers that are in school, to travel cross-country to a court for independent medical examinations, for trials; and so we are seeking a venue that is central to everyone, not just the defendants but to all the parties in the case.

Now, in terms of another aspect for the Northern District of Illinois is the deep benches of judges that have experience with complex litigation. That includes Senior Judge Kennelly, Judge Kendall and Judge Sara Ellis. And we have specifically recommended Judge Sara Ellis due to her experience in complex litigation. And at least, from our perspective, her caseload would allow her to take this case.

Thank you.

JUDGE CALDWELL: Questions for Mr. VanZandt?

JUDGE KENNELLY: So most of my questions have to do with how big is this MDL likely to get? Because that does influence the assignment issue, assuming we centralize it.

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So right now -- I mean, I ran through a summary of the cases. Or at least the ones that have been filed I think at the time the briefing was completed, not long after that. And they all are for -- not all of them but a good many of them involve something -- and I don't want to say this to minimize anybody else's injury but more concrete suicide attempts, something like that.

I would think that it's reasonable to expect that this is going to get much broader than that and you might have more -- as it goes on, it's likely to include claims of injury that are more -- and, again, I don't say this with any disrespect to anybody -- more diffuse. Anxiety, depression, things like that. Is that a fair assumption on my part?

MR. VANZANDT: I do think that the types of cases will be pretty limited to what you see now. There likely will be some severe anxiety and depression cases. But really the underlying injury through that is addiction. And there are going to be different injuries that manifest in different ways, but the underlying basis is addiction.

JUDGE KENNELLY: And just tell me -- what I'm kind of getting at is, you know, the elephant in the room on a lot of these things, as somebody said earlier, "if you build it they will come" issue. And so if an MDL is created, is there some reasonable likelihood that that plus advertising plus whatever is going to make this mushroom into something that is

basically you have a potential for not just hundreds of thousands but millions of cases, seeing how everybody is a teenager at some point.

MR. VANZANDT: I don't anticipate that happening. I have a similar experience with the Juul multidistrict litigation where at the beginning we anticipated hundreds of thousands of cases being filed. But due to the sensitive -
JUDGE KENNELLY: That's about people who smoke or whatever. You vape, I guess. That's about people who vape. Not everybody vapes. Everybody is on social media. That's the difference.

MR. VANZANDT: What I was getting at is the nature. It's the age population of the plaintiffs here, the intrusiveness on their lives that it takes to litigate these

cases. And we have seen this age population be very hesitant

16 to engage in litigation --

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JUDGE KENNELLY: You are basically bearing your mental state if you file a lawsuit like this because all of your records are going to have to be produced and you will have to be deposed. What about state AGs on this one?

MR. VANZANDT: I have not heard anything specifically about state AGs that are investigating cases. That certainly wouldn't surprise me, given the nature of these allegations. I don't have the right knowledge of that.

JUDGE KENNELLY: I will have more later.

JUDGE ARLEO: I have a question. What about the defendants here? So the Meta defendants, as I understand it, are Facebook and Instagram?

MR. VANZANDT: Yes, Your Honor.

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JUDGE ARLEO: And what about including the cases where there are no Meta defendants? That would be Snapchat, TikTok and YouTube? What is your position on that? Should they all be included? The injuries are the same, aren't they? Potentially?

MR. VANZANDT: For the most part. And I can explain.

Our position is that Meta should be the anchor defendant. So Meta must be a co-defendant for a case to be included in the MDL. The reason is, is there are very few cases that are filed that do not include Meta. Just a handful. And obviously those cases could increase down the road. There is no indication that that is going to be the case and --

JUDGE KIMBALL: Well, "anchor" means the most sued defendant?

MR. VANZANDT: Yes, Your Honor. It would just be required that if a case -- for a case to be in the MDL, that Meta be a defendant or a co-defendant and it involve -- the basis of the case involve addiction to social media.

JUDGE ARLEO: So let me stop you. So the non-Meta

defendant cases would be those where only either Snapchat,
TikTok and YouTube are named and not Instagram and Facebook.
Is that right?

MR. VANZANDT: That's correct.

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JUDGE ARLEO: And what -- why shouldn't they be included? So the theory is that those plaintiffs only suffered injury based on addiction to Snapchat, TikTok or YouTube and not to Facebook or Instagram?

MR. VANZANDT: So some of those cases that you are referring to that have been filed are not based upon addiction. So, for example, the Anderson case, which I believe you will hear about later, is based upon the "blackout challenge" on TikTok. Which an injury that occurred like that, devastating, didn't necessary require an addiction to the social media product to bring about injury.

So, I mean, conscious of the potential size of this MDL, this is one of the largest consumer products of all time, we are trying to put some guardrails on this to define what this MDL will be and limit the cases that would be included, to focus on the issues that we are looking at here, which is addiction to social media products.

JUDGE ARLEO: So one last question. And this might have been something I missed in the briefing. Age group for this? Is there an age group?

MR. VANZANDT: We are phrasing it as "adolescence."

1	Some of the plaintiffs are young adults, but every single
2	plaintiff started using these products at adolescence.
3	JUDGE ARLEO: Meaning under the age of 18?
4	MR. VANZANDT: Yes, Your Honor.
5	JUDGE ARLEO: And how early? Like, is there what
6	about preteens? What about 10- or 12-year-olds who started at
7	a particular time and then continued? Would they be included?
8	MR. VANZANDT: They would be, yes, Your Honor.
9	JUDGE ARLEO: Would there be any downward age limit
LO	not included?
11	MR. VANZANDT: No, Your Honor.
12	JUDGE ARLEO: Is it ongoing or is it during a
L3	discrete period of time?
L4	MR. VANZANDT: Unfortunately, it's ongoing.
L5	JUDGE CALDWELL: I just have a comment. My
L6	grandchildren tell me Facebook is only for old people.
L7	(Laughter)
18	JUDGE ARLEO: You may want to have a group of
L9	Facebook middle-aged people in an MDL. But that's for a
20	different day.
21	(Laughter)
22	JUDGE ARLEO: I don't think any young people are on
23	Facebook anymore. That's just anecdotal.
24	MR. VANZANDT: The reality is a lot of these will
25	say Facebook and Instagram. A lot of the minors, it's

1 Instagram. 2 JUDGE KENNELLY: It's Instagram. 3 JUDGE CALDWELL: Mary Liu? No, she's not arguing. 4 Mr. Weinkowitz. 5 MR. WEINKOWITZ: That's me, Your Honor. 6 JUDGE CALDWELL: All right. Thank you, Sir. 7 MR. WEINKOWITZ: May it please the panel. Mike Weinkowitz from Philadelphia of Levin, Sedran & Berman on 8 9 behalf of Plaintiffs Laurel --10 (Court reporter clarification) 11 MR. WEINKOWITZ: I'm sorry. I apologize. 12 I represent Plaintiffs Laurel Clevenger and Gabriela 13 Ortiz who have filed their cases in the Eastern District of 14 Pennsylvania. 15 Plaintiff Clevenger, we join the moving party, and 16 we join Meta in requesting consolidation of the MDL. We also 17 join in seeking the Northern District of Illinois and the 18 Western District of Missouri. We also ask that the panel consider the Eastern 19 2.0 District of Pennsylvania. And my able counsel in the last MDL 21 panel set out that the Eastern District of Pennsylvania has 22 demonstrated its experience in handling complex cases. It has 2.3 the resources necessary to handle a complex case like this. 24 It has had 101 MDLs in its history. It has ten currently on 25 the books, which are sort of on the tail end, and there's not

1 a lot of activity in those cases. 2 And, also, I am asserting and asking the panel to 3 consider Judge Quiñones, Alejandro Quiñones. She -- at 20 4 years on the bench in state court. She's been on the bench 5 for nine years. And your appointment would be a historical 6 appointment and a first. She is the first lesbian Hispanic 7 judge to be appointed to the federal judiciary and she would 8 be the first lesbian Hispanic judge to have an MDL. She is 9 considerably experienced in product liability cases, complex 10 product liability cases including children. And she has tried 11 a Motrin case with -- to verdict and her verdict has been 12 upheld to the Pennsylvania Supreme Court. She's an excellent 13 jurist and she would add diversity to the MDL bench and I 14 would ask that you consider her. 15 JUDGE CALDWELL: Thank you. Judge Kimball. 16 JUDGE KIMBALL: There are -- are there actions that 17 don't include Meta but are against other defendants? 18 MR. WEINKOWITZ: There are, Your Honor. 19 JUDGE KIMBALL: And there are actions that include 20 Meta and other defendants? 21 MR. WEINKOWITZ: There are, Your Honor. 22 JUDGE KIMBALL: Should they all be put together or

JUDGE KIMBALL: Should they all be put together or should -- when Meta isn't there, should there be a separate action, in your view?

MR. WEINKOWITZ: In my view, I think that -- like

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Mr. VanZandt, I think that Meta ought to be the anchor defendant in this MDL and that we ought -- the guardrails that can be put on this case are addiction and adolescence.

Now, there aren't that many cases right now that don't involve Meta. There are a couple that are Snapchat-only cases. And I think that actually if those cases were brought into the MDL, so long as they had an addiction component, that an MDL judge could actually manage those.

There are instances where there have been simultaneous injuries, simultaneous use of a product with a familiar injury. The mesh case, those cases were managed. The Juul case — the Juul case actually has other e-cigarette manufacturers who were sued along with Juul, and those cases are in the MDL. And so I think that having Meta as the anchoring defendant is the appropriate way to go in this case.

But I think that if the few cases where there are just non-Meta defendants, it -- MDL judges are amazing. They can put cases on different tracks. They can manage these things. And I don't think that that would be necessarily a bad thing.

JUDGE KIMBALL: Thanks.

JUDGE CALDWELL: Any other questions? No.

Thank you very much.

MR. WEINKOWITZ: Thank you.

JUDGE CALDWELL: Emily Jeffcott.

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1 Can you hear me? MS. JEFFCOTT: 2 JUDGE CALDWELL: I can. 3 JUDGE KENNELLY: Well, you have to talk first. 4 (Laughter) 5 MS. JEFFCOTT: How is that? 6 JUDGE KENNELLY: So far. 7 MS. JEFFCOTT: Good morning. And may it please the 8 My name is Emily Jeffcott. I'm here for 9 Morgan & Morgan. And I'm appearing on behalf of Plaintiff 10 Tesch and others in support of consolidation before the 11 Southern District of Ohio of product liability addiction cases 12 in which Meta is one of the named defendants. 13 Now, in my time before the Court, I don't want to 14 focus on the number of hotels or the airport in Columbus, 15 Ohio. Columbus is a convenient location. And I think over 16 the last few years of the pandemic, tools like Zoom allow us 17 to communicate across the country. 18 Instead, what I want to focus my time on, is the 19 ability and experience of the Southern District of Ohio to 2.0 handle large volumes of cases. Now, through litigations like C-8, the Accufix pacemaker MDL, the Southern District of Ohio 21 22 has demonstrated an ability not only to handle large numbers 23 of cases but also to move them along. 24 In addition, the Southern District of Ohio is in 25

tune with the needs of MDL litigants, having developed a

1 website that allows lawyers and laymen alike access to key 2 information and orders and transcripts that would otherwise 3 only be available on Pacer. 4 Now, finally, the judges of the Southern District of 5 Ohio are aptly prepared to handle a litigation like this. 6 Now, any judge in the Southern District of Ohio would be 7 excellent for this case, but my colleagues at Gibbs Law Group 8 and I have identified three candidates that we think would be 9 ideal; that would be Chief Judge Marbley, Judge Watson and 10 Judge Sargus. 11 Now, Chief Judge Marbley and Judge Sargus have been 12 on the bench for over 20 years. And Judge Watson isn't far 13 behind with 18 years. Now, Judge Watson and Judge Sargus both 14 have experience handling MDLs, and I can represent to the 15 Court that Judge Marbley would appreciate an MDL as well. 16 JUDGE CALDWELL: Thank you. Questions for counsel? 17 Thank you very much. We have your argument. 18 Lexi Hazam. And I hope I pronounced your name 19 correctly. 2.0 MS. HAZAM: Yes, you did, Your Honor. Thank you. 21 Can you hear me okay? 22 JUDGE CALDWELL: Yes. 23 MS. HAZAM: Great. Good morning, Your Honors. May

MS. HAZAM: Great. Good morning, Your Honors. May it please the Court. Lexi Hazam of Lieff Cabraser on behalf of Plaintiffs Mandy and Douglas Westwood.

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For the reasons identified by Petitioner Murden and others, the Westwood plaintiffs support coordination of all cases involving Instagram and Meta alleging addiction based on defective design. The Westwood plaintiffs propose the District of Utah, where their case is filed, as an appropriate district for coordination.

The District of Utah currently has no MDLs, which is true of only one other venue proposed here. And while the District of Utah does not have any current MDLs, it does have able jurists with higher MDL and complex litigation experience, including Chief Judge Shelby and Judge Kimball.

Chief Judge Shelby is currently overseeing an MDL based in the Eastern District of Oklahoma, the Broiler Chicken Growers antitrust MDL. But that MDL has entered into the settlement phase. Otherwise, the District of Utah has not had an MDL since, I believe, 2015 is when the last one closed.

The District of Utah is conveniently located and accessible to all parts of the country. It is, in fact, as close to the San Francisco area and the Los Angeles area as they are to one another, in terms of overall travel time. A fact that makes it convenient for defense witnesses to appear in bellwether trials. These would be witnesses based at company headquarters in the Bay area and the Los Angeles area.

Also relevant to this action, Utah is the youngest state in the nation.

1 In the alternative, the Westwood plaintiffs support 2 coordination in the Northern District of Illinois for the 3 reasons identified by others; namely, convenience to the 4 parties and availability of highly capable jurists with 5 experience handling complex litigation, including Judge Ellis 6 but also including Judges Johnston, Kennelly and Kendall. 7 Thank you. 8 JUDGE CALDWELL: Thank you. Questions? Judge 9 Kimball. 10 JUDGE KIMBALL: Did you say Utah was the youngest 11 state in the nation? 12 MS. HAZAM: It is, in fact, Your Honor. Its average 13 age is about 31 years. Just a comparison, the average age of 14 Floridians is over 40. 15 JUDGE KIMBALL: I thought you were talking about 16 when they entered the Union. 17 (Laughter) 18 MS. HAZAM: Not the newest. Just the youngest in 19 age. 20 JUDGE KIMBALL: All right. Thank you. 21 JUDGE CALDWELL: Judge Kennelly. 22 JUDGE KENNELLY: I'm going to ask this to other 23 people, too, as I did to the first person who talked. How big 24 is this one likely to get? I mean, you come from a firm that 25 does substantial work in these types of cases. What's back

there in the pipeline?

MS. HAZAM: I think it certainly will grow. I think it could easily grow to the many hundreds, even the low thousands. I do not think it will become a case of hundreds of thousands. While this is obviously a product that is very widely used, I do believe that the nature of the allegations and the severity of the damages involved in these cases will act to restrict it somewhat, at least if we have an MDL that is structured around Meta as an anchor defendant.

JUDGE KENNELLY: Yeah. I guess my concern about that is that, you know, once it's out there and an MDL is created, I mean, I assume there's already advertising going on, but that tends to get ramped up when that happens. And then we won't be talking about the sort of top tier of severity of injuries. We will be talking about a much larger middle tier of injuries. Which, I mean, almost the sky is the limit in terms of the number of potential plaintiffs given that everybody in the last 15 years probably who has been an adolescent has looked at Facebook.

MS. HAZAM: It is certainly possible, Your Honor. It do believe that these products have been on the market only very recently and the case is focused on what happens to adolescents and young people when they use them. So it's not everybody who is on these platforms. And, again, it's also focused on particular platforms. So while we refer to Meta

and Facebook, most of the cases against it involve the use of the Instagram product.

JUDGE KENNELLY: You said most involve Instagram, not Facebook.

MS. HAZAM: Well, Instagram is a Facebook subsidiary, Your Honor.

JUDGE KENNELLY: Yeah. Fewer people are using Facebook and more people are using Instagram recently.

MS. HAZAM: In this age group that is certainly true. I don't know if that's true across the board.

JUDGE ARLEO: And what about the non-Meta defendants -- Snapchat, TikTok and YouTube?

MS. HAZAM: Yes, Your Honor. Those cases that involve only those platforms as defendants at this point constitute less than 5 percent of those that have been filed. I think they will remain a very small part of this. I think it may, therefore, be premature to decide if they should be included in this MDL. And there would be time to see if there are many additional cases and if so to add them.

It's not so much they could not be added. I don't think that there's an argument that so long as they are based on a similar theory they wouldn't fit the overall nature of the MDL, but they are a small portion currently.

Also, there is the risk that if all social media platforms could potentially be part of the MDL, that is a very

1 large number of companies. The others are smaller but there 2 are many others out there. 3 JUDGE ARLEO: A quick question. You said in only 4 the stand-alone cases where Snap, TikTok or YouTube are 5 defendants, that's only 5 percent. Do they have any damages? 6 Those cases have different allegations MS. HAZAM: 7 among them. Some, I believe, have similar allegations and 8 similar injuries to the cases against Meta and Instagram. 9 Others are more of the nature of a one-off, non-addictive 10 theory, like the Anderson case, which you will hear about 11 shortly, which is the TikTok challenge that resulted in the 12 tragic death of a young person. That is not based on 13 addiction and so it is very distinguishable from the remainder 14 of the cases. 15 JUDGE ARLEO: And that's one case? 16 MS. HAZAM: That is one case. 17 JUDGE CALDWELL: Any questions? 18 Thank you for your argument. 19 MS. HAZAM: Thank you, Your Honors. 20 JUDGE CALDWELL: The panel will now hear from 21 Christopher Seeger. 22 MR. SEEGER: Good morning, Your Honors. 23 I'm going to spend just a -- quickly go through the

district we are asking for and I don't know if there will be

questions.

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JUDGE KENNELLY: You may have to get closer to the microphone.

JUDGE ARLEO: Microphone.

MR. SEEGER: We are moving for -- Chris Seeger,
Seeger Weiss. We represent the Doffing plaintiffs. And we
are moving for the Northern District of California. We
thought at the time we made that that would be relatively
noncontroversial because Facebook, Instagram and many of the
defendants we are talking about are based in California.
Third-party discovery is likely, in very heavy ways likely to
occur in the Northern District of California.

There's a group called the Habit Summit -interesting name for a group in a case involving addiction -who are likely to do third-party discovery on them and others.

I have to imagine most of the witnesses, most of the documents
and discovery is going to be on the West Coast.

And, interestingly, if you signed up today to be a Facebook user, you would have to click "yes" on your user agreement. And guess which forum Facebook would like you in? California. But they don't want to be in California for this case. So I find that interesting.

Judge Kennelly, I would like to circle back to some of your earlier questions, if that's okay. In our papers we did say that we thought that this should be a multi-defendant MDL. I don't frankly think anybody has specifically filed a

petition for each of the defendants, but they have been discussed.

JUDGE KENNELLY: You are talking about even if Facebook is not named?

MR. SEEGER: Yes. And I differ from my friends.

And I hope they are not upset with me for this, but I frankly think that they are all going to have to be in one MDL in front of one judge. There's a long history — for this reason. There's a lot of mixed use. They are not just on one device; they are on many. They are on many of these media platforms.

Kennelly in TRT, you dealt with that issue with multiple defendants. Judge Cecchi in New Jersey is dealing with that in PPI. And judges manage to sort that out and deal with it.

And I am somewhat concerned that -- I don't know how you, frankly, would make the assignments if you have an anchor defendant and only the defendants that would be dragged along with the anchor. And you still run the risk of conflicting rulings on important causation and *Daubert* issues, all the things that are going to come up in this case. So, frankly, again, I apologize to my friends, but I disagree with them.

JUDGE CALDWELL: Questions?

JUDGE KENNELLY: How big?

MR. SEEGER: It's going to be big, but it's not like

there are big barriers to injury. Causation is going to be an issue. What we are focused on here in this case is addiction. So I think that some of those issues are going to have to play themselves out. Whatever judge gets this is going to be teasing through the so-called cross-cutting issues that we deal with in multi-defendant complex cases all the time.

One thing that was mentioned is the fact that these are generally very young people, and the idea of putting your personal mental state at issue is going to be an issue for a lot of plaintiffs. But having said that, my gosh, it's everywhere. Every kid is on it. Four years old and up. So it has the potential to be big, but it doesn't have to be. And I know that's a really unsatisfying answer.

JUDGE KENNELLY: Yeah, but that's okay.

(Laughter)

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JUDGE CALDWELL: Any other questions for Mr. Seeger?

MR. SEEGER: Good seeing you all.

JUDGE CALDWELL: Thank you. We have your argument.

Jeffrey Goodman.

MR. GOODMAN: Good morning, Your Honors. Jeffrey Goodman from Saltz Mongeluzzi. I represent the plaintiff in the Estate of Nylah Anderson case that has already been mentioned a couple of times.

Our cases is currently pending in the Eastern

District of the United States and is solely against TikTok and

TikTok's parent company ByteDance.

(Court reporter clarification)

MR. GOODMAN: TikTok and ByteDance.

We take no position on the overall centralization of the case, nor, for that matter on which defendant should be included in any centralized case. Our position is simply that cases like ours, our case in particular, should have no part in any coordinated MDL litigation.

As the plaintiffs' attorneys before me have mentioned, the two touchstones of this MDL that is sought are, one, that Meta is the anchor defendant and, two, that the injury is premised upon addiction. We have neither of those in our case.

The cases that are likely to be part of a potential MDL here are cases in which young people became addicted to social media and then through that addiction developed injuries such as depression, anxiety, attempted suicides. That's not the case here.

Nylah Anderson was a ten-year-old girl when she was sent by TikTok a viral challenge known as the "blackout challenge." The "blackout challenge" essentially gives a step-by-step guide on how to asphyxiate yourself and encourages the user to mimic it. TikTok sent this challenge to Nylah by populating it onto her "For You" page. She saw the challenge, she mimicked it, and she died in the process.

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It wouldn't matter whether this was her millionth time using TikTok because she was addicted or whether this was her first time using TikTok. The simple fact is under our case theory, she never should have been sent this challenge.

Now, I will note that although the plaintiffs all agree that our case shouldn't be coordinated, TikTok says that in their papers this is likely to be behemoth, we need limiting principles, it could crush the federal judiciary, but if we are in this, we want cases like Anderson with us in it.

We believe this is the guardrail needed to keep us out of it.

JUDGE CALDWELL: Thank you. Questions?

JUDGE ARLEO: Any other cases similar to yours in the MDL where there's a TikTok challenge or direction that resulted in harm?

MR. GOODMAN: I'm aware of three state court cases under the "blackout challenge." I also represent a couple other cases and cases under investigation. I'm not aware of any filed federal court cases that involve "blackout challenge" or -- obviously there's other challenges that would potentially have similar consequences. I'm not aware of any of them and the defendants have not tagged any as related cases. I actually had to tag my own as a related case just to argue it wasn't related because I didn't want -- because I knew TikTok was going to claim that it was.

1 JUDGE ARLEO: Any of those other state court 2 cases -- are they -- how far along are they? Any chance they 3 will be moved to federal court? 4 MR. GOODMAN: I don't know the answer to that. They 5 are in California. I know they have been filed in the last 6 couple of months. I'm not familiar with the procedure at all. 7 JUDGE ARLEO: Okay. 8 JUDGE CALDWELL: Thank you very much. 9 MR. GOODMAN: Thank you, Your Honors. JUDGE CALDWELL: Phyllis Jones. 10 11 MS. JONES: Good morning, everyone. I will adjust 12 the microphone before Judge Kennelly has to counsel me on 13 that. 14 JUDGE CALDWELL: Pull it down a little further. 15 MS. JONES: Phyllis Jones from Covington & Burling 16 on behalf of Meta Platforms and related entities. 17 In listening to the discussion today about what 18 configuration of defendants needs to be included in any MDL, 19 it really reinforces the core point that I want to make for 20 the panel, which is that for the efficiencies that are possible for an MDL to be achieved, any MDL needs to include 21 22 all defendants. All defendants. 23 The data today, in terms of the number of cases, is 24 that there are 24 cases or roughly a third of the cases that

are what I would describe as "Meta plus" cases. Meta plus at

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least one co-defendant. Each of those cases involve a core allegation by a single individual that that individual used multiple of these applications, overlapping use. I think you have heard the phrase simultaneous use/simultaneous injury.

The complaints, this notion that Meta is the app that the addiction theory is somehow Meta only, all of the complaints say essentially the same thing as to each of the applications. That's not a Meta-only theory. That's the theory that is driving the cases as to all of the defendants.

Discovery, even in the Meta-only cases, we expect the discovery will show that the individual plaintiff used multiple of these applications. And one concrete example that I will point out from the earliest stages of the litigation is that one of the very first cases filed, the Rodriguez case in California, started as a Meta and Snap case, but as the plaintiffs continued to develop their facts, they eventually added TikTok.

And we envision that you will see, in a number of these cases, that plaintiffs will fill out fact sheets where they have to say which applications did you use, and they will identify not just Instagram, not just Facebook, but they will likely identify other applications. And those circumstances where the facts as to one defendant are really bound up in the facts of every defendant, separating out defendants from an individual plaintiff's claims or otherwise segregating Meta

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cases in an MDL really works against the types of efficiencies that the panel aims to achieve under 1407.

On the subject of venue, Judge Kennelly has asked a couple of times: How big is this going to get? And I think what we've heard is it is likely to be big. We don't know exactly how big but we have heard hundreds, possibly the low thousands. From our perspective that really drives the venue analysis. You need a venue that can accommodate these types of cases from a judicial resources and capacity perspective.

And Meta has proposed two venues that can do that:
The Eastern District and the Western District of Kentucky.
There is only one MDL in both of those courts currently. They have had MDLs in the past. They are underutilized MDL districts, which is a concept that the panel has sometimes invoked in the past. And so from our perspective, those are more desirable options than what has been proposed.

To speak very quickly on the issue of Illinois in particular, it won't be the case that for these young folks who might have to participate in discovery that they will have to travel. And we also know that discovery is driven electronically. So those issues really don't drive the venue analysis.

JUDGE CALDWELL: Your time is up. Questions? Yes. Let's start with Judge Kimball.

JUDGE KIMBALL: You have heard Mr. Goodman a minute

1 ago describe the suicide case. Would you include those types 2 of cases as well? 3 MS. JONES: We would ultimately -- those are not 4 cases -- the challenge cases, as I will refer to them, aren't 5 cases where Meta is named. We would ultimately defer to the 6 panel's judgment on those cases. 7 JUDGE KIMBALL: But do you have a view on that? 8 MS. JONES: We would probably be inclined to include 9 them, on the same theory that I articulated: The efficiencies 10 that can be achieved from having everything in one place. 11 JUDGE CALDWELL: Judge Kennelly. 12 JUDGE KENNELLY: I have two. So the first one is 13 focused on your position regarding cases in which other 14 defendants are named. So let's talk about a case in which 15 Meta isn't named at all but it alleges addiction from some 16 other platform. You are saying that should be included? 17 MS. JONES: Yes. 18 JUDGE KENNELLY: Okay. That's what I thought you were saying. 19 I just wanted to be sure. 20 The second has to do with your proposed venue. Absolutely nothing, obviously, against the Eastern and Western 21 22 District of Kentucky --23 JUDGE CALDWELL: I hope not. 24 (Laughter) 25 JUDGE KENNELLY: Of course not.

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As we all know, though, one of the big issues in these cases has to do with bellwether trials and Lexecon. So if you go to one of those districts, obviously there will be plaintiffs from those districts, but it's likely, unless there's going to be a consent under Lexecon, that it's going to drastically restrict the pool of bellwether cases.

MS. JONES: From our perspective, the Lexecon discussion is probably a little bit premature but it --

JUDGE KENNELLY: I was going to ask you if you are willing to waive Lexecon.

MS. JONES: Well, you have now heard what I was likely going to say in response to that question, but --

JUDGE KENNELLY: I mean, that just gets back to my point though. Nobody would expect anybody to waive Lexecon this early, obviously. You don't even have an MDL yet. Does it make sense to send it to a district where -- because of population, if nothing else, you are likely drastically decreasing the number of bellwethers?

MS. JONES: Our short answer would be yes, in part because we don't think it can be the case that certain districts are entirely taken out of the prospect of having an MDL simply because of those types of issues. We think you would then have a pretty lopsided allocation potentially of MDL.

JUDGE KENNELLY: So you know, I don't think we have

1 a line of judges lined up outside the door volunteering for 2 this. 3 (Laughter) 4 MS. JONES: Fair enough. 5 JUDGE ARLEO: So you represent the Meta defendants. 6 And isn't Facebook -- I'm sorry, Instagram and Facebook both 7 located in California in the Northern District, their 8 corporate headquarters? 9 MS. JONES: It's correct that Meta is located in the 10 Northern District. 11 JUDGE ARLEO: So what is your opposition to that? 12 It's simply what I mentioned earlier, MS. JONES: 13 Judge Arleo, was this notion that if the MDL is going to be as 14 large as it has been predicted by, I think, virtually every 15 plaintiffs' lawyer who has argued this morning, you really 16 need a venue that can accommodate this. And as I think we 17 have heard many times today, the Northern District has its 18 fair share of pretty active, robust MDL practice at the 19 moment. 2.0 JUDGE ARLEO: Okay. 21 JUDGE CALDWELL: Anyone else? 22 Thank you. 23 Thank you all for your time. MS. JONES: 24 JUDGE CALDWELL: Geoffrey Drake.

MR. DRAKE: Good morning. Geoffrey Drake from

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King & Spalding for Defendants TikTok and ByteDance. I want to make three points this morning, please, Your Honors.

The first is the plaintiffs, as you have heard over and over, seek a Meta-centric MDL. Our position is that the MDL should be limited only to cases brought against only Meta. The cases against TikTok, the combination cases, should be left to proceed outside of any MDL or TikTok should be severed leaving Meta to proceed with their case in the MDL and TikTok to proceed outside of the MDL.

That said, my colleague who represents Snap will address that argument in more detail.

I would like to move to the second point, which is if the panel does create an MDL that does include non-Meta defendants, like TikTok, in a social media adolescent addiction/personal injury product liability MDL that it's been called, that MDL should include all of the cases involving alleged adolescent social media addiction and related personal injury claims, including those to which Meta is not a party. And TikTok has identified those cases for the panel in Docket 107-2.

That includes the JM and EW cases in the Northern District of California, which proceed against TikTok and others but not Meta. That includes the same allegations of addiction in personal injury. And it also includes the Anderson case in the Eastern District of Pennsylvania.

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It is squarely within the scope of plaintiffs to find MDL. The complaint includes the exact same claims and asserts the same allegations of social media addiction. While Mr. Goodman claims it is not a social media addiction case because it involves the "blackout challenge," Your Honors, the complaint includes the word "addiction" 22 times. There's good reason, I imagine, for that as the plaintiffs try to circumvent the immunity to which the defendants are entitled under the Communications Decency Act, but the reality is they can't get around their pleadings. The pleadings use the word "addiction" 22 times.

And the fact that it's a specific harmful video case does not distinguish it. The Johnson case in the Central District of Illinois, which involves Meta and the other defendants, also includes allegations of harmful prank videos. And the Youngers/IG case against only TikTok in the District of New Mexico similarly is a harmful video case that includes the word "addiction" 28 times. It's central to the plaintiffs' allegations in all of these cases regardless.

Third, TikTok supports Meta's view of the world in terms of venue. While the plaintiffs have offered a number of different suggestions, the defendants are aligned that the Eastern District of Kentucky would be the best venue. It's not as backlogged compared to the Northern District of California, Northern District of Illinois and others. It has

1 an experienced bench, including Judge Caldwell, that enable it 2 to accommodate an MDL of this size and scope and is also 3 centrally located for the plaintiffs across the country. 4 JUDGE CALDWELL: Questions? Yes, Judge Kennelly. 5 JUDGE KENNELLY: Let me clarify. So Position A is 6 if we are going to centralize it, only do the cases where it's 7 just Meta. And Position B is if we are -- if we don't do 8 that, then include all of the social media, anything against 9 any social media, whether Meta is involved or not. 10 MR. DRAKE: That's correct. 11 JUDGE KENNELLY: But not what some people have 12 advocated, which is if Meta is a defendant, fine; if Meta is 13 not a defendant, no. 14 MR. DRAKE: That's correct. 15 JUDGE KENNELLY: Why Position A or C but not B? 16 What's wrong with B? 17 MR. DRAKE: Well, our position -- first, to make 18 sure I have the A, B and C correct. 19 JUDGE KENNELLY: A is only Meta is sued. C is any

JUDGE KENNELLY: A is only Meta is sued. C is any social media sued, whether Meta is involved or not. B is Meta plus somebody else.

MR. DRAKE: Well, it's our initial position that it shouldn't be Meta plus everybody else. We are advocating for A, that the MDL focus just on Meta.

But once we get past that, we move to the point that

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it doesn't make any sense for the cases that we have with Meta to be in the MDL but the cases that we have without Meta to be left alone. The plaintiffs continue to file those cases at increasing volume, and they include the exact same types of allegations. As Mr. Seeger mentioned, he has cases against all three of us -- or, excuse me, all four of us. And then he has some cases where Meta is not even a party.

There's no real distinguishing feature if you are going to create an MDL that we are in it. We shouldn't have to litigate cases that are outside the MDL and inside the MDL. We think that's inefficient at that point. It's not our preference, but that would be our alternative position.

JUDGE CALDWELL: Other questions?

JUDGE ARLEO: I want to follow up on

Judge Kennelly's question. So your first position is if the

Meta defendants are named, they should be -- and TikTok or

Snap, they should not be included in the MDL, only the Meta

defendants alone?

MR. DRAKE: That's correct.

JUDGE ARLEO: So under that theory, you would have an MDL of just Meta defendants, but if Meta defendants also — there was a case where there was addiction and causation by the alleged defendants and they named Snap with the Meta defendants, they would just proceed separately, even though they have the same injury and even though those plaintiffs

were utilizing both social media platforms potentially simultaneously. Wouldn't that be inefficient?

MR. DRAKE: Well, we think there is precedent for it. Like Invokana cases, Seroquel cases where there's examples of where the panel has done this before, has left the MDL to be focused just on the so-called anchor defendant — here Meta — and then sent the cases that involve combination platforms, particularly given how complicated it could get with multiple defendants, with multiple pretrial orders, complicated confidentiality orders, trade secret issues and the like, to leave the combination cases pending elsewhere.

But we recognize that the panel is inclined to include everybody. Our most important point, I think this morning, Your Honor, is to include all of us, if the panel is inclined to.

JUDGE CALDWELL: Thank you. Anyone else?
Thank you.

Mr. Blavin.

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MR. BLAVIN: Can you hear me? Great. Thank you.

Good morning, Your Honors. Jonathan Blavin from

Munger, Tolles & Olson on behalf of Snap. Snap opposes

consolidation of the multi-defendant cases where Snap is a

defendant with the Meta-only cases. As of today, I think

that's approximately 70 percent of the Meta-only cases. The

remaining, approximately 30 percent, are the multi-defendant

cases.

As the panel has noted before, such as in the Yellow Brass Plumbing case, the panel is typically hesitant to centralize litigation against multiple competing defendants which sells similar products. And that hesitancy is particularly warranted here.

While plaintiffs point in broad strokes to purported similarities between the platforms that cause addiction, when the panel actually looks at the allegations of these complaints, it is very clear that the allegations relating to the addiction mechanisms as to the Meta products -- Instagram, Facebook, et cetera -- differ significantly from those purportedly related to other platforms, including Snapchat. And that's confirmed by the fact that they are seeking to have an anchor defendant in all of these cases, being Meta.

If the platforms were so similar in which it would warrant consolidation of all of the cases against all of the platforms, you would have every platform be part of that MDL. But multiple plaintiffs' counsel have come forward today saying, no, Meta should be the anchor defendant.

And the panel has explicitly rejected in the past the common presence of a single defendant as a significant enough basis to warrant consolidation. In the Children's Personal Care Product Liability Litigation case that's cited in our papers, the panel specifically denied centralization

where J&J was a common defendant amongst all of the cases.

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Moreover, here, as in the Yellow Brass Plumbing case, there will be significant localized causation issues which make this inappropriate to have a multi-defendant MDL. For example, as referenced before, while all of the cases generally allege addiction, the mechanisms that cause that addiction as to each platform differ.

So, for example, if you look at the Murden complaint, which is the petitioner's complaint, it alleges that plaintiff became addicted to Instagram and Facebook because of the algorithmic recommendation and delivery of content by refreshable feed and vanity metrics, such as likes. Both of those features do not exist in Snapchat central messaging feature.

Again, Snapchat is primarily a messaging tool between different users. The users must follow one another to transmit messages between them. That's the central theory of addiction as to Snapchat. And that allegation, that theory is completely different from the other defendants.

In addition, the fact that there are multiple defendants in these multi-defendant cases will only compound the complex questions of causation, comparative fault and liability, which will be absent from the Meta-only cases.

It's not that the Meta wouldn't be in those cases.

Meta would continue to be in the multi-defendant cases. It's

just that those cases raise distinct issues which make them inappropriate to be consolidated in an MDL in which 70 percent of the cases are Meta-only cases.

JUDGE CALDWELL: Your time is up. Questions from the panel?

Thank you.

Mr. Willen.

MR. WILLEN: Good morning.

JUDGE CALDWELL: You might want to raise that microphone up to meet you there.

MR. WILLEN: Let me know if you can't hear me.

JUDGE CALDWELL: I can't hear you.

MR. WILLEN: The benefits are to the detriments of height.

Good morning, Your Honors. Brian Willen, Wilson Sonsini on behalf of YouTube.

So YouTube opposes inclusion in the MDL. So our position is very much similar to the position articulated by counsel for Snap and TikTok. And I'm not going to repeat those arguments here. Instead, I want to use my limited time to explain why YouTube is uniquely situated among defendants and why it would be especially inappropriate, in our view, to sweep the very small handful of claims against YouTube into a sprawling Meta-anchor or Meta-focused MDL.

So of the 83, approximately, cases that have been

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tagged for consideration by the panel, YouTube is named as a defendant in only five of those cases. That's by far the fewest of any defendant. One of those cases is a case that Meta is not a defendant. The plaintiffs' theory in terms of what cases should be included, there's only four cases in which YouTube is even a party.

Now, all of those cases except for one, are pending in the same district, the Northern District of California. The other is in the Central District of Illinois. But we think there's a strong argument under 1404 to transfer that case to the Northern District.

All of the YouTube cases have been filed by the same plaintiff's counsel and YouTube is represented by a single law firm.

And all of this makes informal coordination outside of an MDL very, very easy. Much more simple, much more expeditious and much more efficient than forcing YouTube into an MDL overwhelmingly focused on Meta and would involve dozens of unrelated Meta-only cases.

It would also be far more fair to YouTube which, of course, is a direct competitor of Meta and operates an entirely distinct and different service.

As Mr. Blavin has argued and pointed out, the panel has often recognized that centralizing litigation against competing defendants can create significant inefficiencies and

1 unfairness. The Invokana case really speaks directly to this. 2 So that's exactly the situation we have here. We 3 think centralizing the claims against Meta while keeping 4 YouTube separate is the right course of action and we ask the 5 panel that you do that. 6 JUDGE CALDWELL: Ouestions? 7 JUDGE ARLEO: What are the claims against YouTube in 8 those five cases? Are they addiction? 9 MR. WILLEN: Yes, they are -- there's four cases 10 that involve fundamentally addiction allegations. There's one 11 case, the Johnson case, in the Central District of Illinois, 12 addiction but also is more a case about particular videos that 13 allegedly caused the plaintiff to --14 JUDGE ARLEO: What kind of videos? 15 MR. WILLEN: Suicide-inducing videos they claim. 16 JUDGE ARLEO: And those four cases, just so I'm 17 clear, that name YouTube, they also name the Meta defendants? 18 MR. WILLEN: Yeah. So there's four cases that -- in 19 which defendants are Meta, YouTube, Snap and TikTok. 2.0 one case in the Northern District in which the defendants are 21 YouTube, Snap and TikTok but not Meta. 22 JUDGE ARLEO: Thank you. 23 JUDGE CALDWELL: Other questions? 24 Thank you. 25 Mr. VanZandt, you have a minute for rebuttal.

1 (Indiscernible banter and laughter) 2 MR. VANZANDT: No, not at 11:30 you don't. 3 (Laughter) 4 MR. VANZANDT: Thank you, Your Honors. 5 Judge Kennelly, I want to address the concern about 6 the size of this potential MDL. I'm only aware of pursuing 7 cases where somebody has only claimed they are addicted to 8 social media --9 (Court reporter clarification) 10 MR. VANZANDT: Addiction plus a separate injury. 11 And the anxiety and depression-type claims, we are only taking 12 and filing those cases if it's diagnosed and there's treatment 13 involved. And most times, when that's the case, there are 14 other manifestations of other injuries along with that. 15 JUDGE ARLEO: Diagnosed as in that the plaintiff is 16 addicted to social media in the records? 17 MR. VANZANDT: I was referring to a diagnosis of 18 anxiety and depression. 19 JUDGE ARLEO: Got it. 20 MR. VANZANDT: Now, as to an MDL with competing 21 defendants, this would not be the first MDL that has competing 22 defendants. You can look at transvaginal mesh, opioids. MDL 23 judges are very capable of entering protective orders that can 24 guard against those issues. And it's been done and can be

done in a way that would be -- that would make sense.

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Different tracks, different discovery tracks can handle that. 1 2 Now, as to the Kentucky district courts, we did 3 consider requesting Kentucky. But as we looked closer to it, 4 we were concerned about the Lexecon issues and the one-year 5 statute of limitation, the impact that had on the case which 6 is why we decided to go with the Northern District of 7 Illinois. 8 JUDGE CALDWELL: All right. Your time is up. Any 9 other questions for Mr. VanZandt? 10 Thank you very much. 11 MR. VANZANDT: Thank you. 12 JUDGE CALDWELL: That concludes our arguments in MDL 13 No. 3047. 14 (The proceedings concluded at 11:36 a.m.) 15 16 17 18 19 20 21 22 23 24 25

CERTIFICATE

I, Reagan A. Fiorino, Registered Merit Reporter and Certified Realtime Reporter, hereby certify that I am a duly appointed Official Court Reporter of the United States

District Court for the Eastern District of Missouri.

I further certify that the foregoing is a true and accurate transcript of the proceedings held in the above-entitled case and that said transcript is a true and correct transcription of my stenographic notes.

I further certify that this transcript contains pages 1 through 43 inclusive and was delivered electronically and that this reporter takes no responsibility for missing or damaged pages of this transcript when same transcript is copied by any party other than this reporter.

Dated at St. Louis, Missouri, this 7th day of October, 2022.

/s/ Reagan A. Fiorino
Reagan A. Fiorino, RDR, CRR, CRC, CCR
Official Court Reporter